Job No. 861 March, 1956 Place _____ Screen Interview A 13404

1. We're making a survey of cigarette smoking. Do you now ever smoke cigarettes?

Yes ____ 11–1 (Ask 2)
No ____ 2 } (SKIP TO FACTUAL)
Don't know ____ 3 }

2. What brand do you smoke most often?

	2	3	
Camel	12–1	16–1	Skip to Instruction
Cavalier	2	2	
Chesterfield (Reg.)	3	3	
Chesterfield (King)	4	4	
Du Maurier (Filter)	5	5	
Dunhill	6	6	
Encore (Filter)	7	7	
Herbert Tareyton	8	8	
Herbert Tareyton (Filter)	9	9	
Kent (Reg.) (Filter)	0	0	
Kent (King) (Filter)	X	X	
Kool (Reg.)	13–1	17–1	Ask b & c
Kool (King)	2	2	
L & M (Filter)	3	3	Skip to Instruction
Lucky Strike	4	4	
Marlboro (Filter)	5	5	
Old Gold (Reg.)	6	6	
Old Gold (King)	7	7	
Old Gold (Filter)	8	8	
Pall Mall	14–1	18–1	
Parliament (Reg.) (Filter)	2	2	Ask b & c
Parliament (King) (Filter)	3	3	
Philip Morris (Reg.)	4	4	Skip to Instruction
Philip Morris (King)	5	5	
Raleigh (Reg.)	6	6	
Raleigh (King)	7	7	
Regent	8	8	
Regent (Filter)	9	9	
Sano	0	0	
Sano (Filter)	X	X	
Spud	15–1	19–1	Ask b & c
Viceroy (Reg.) (Filter)	2	2	Skip to Instruction
Viceroy (King) (Filter)	3	3	
Vogue (Filter)	4	4	
Winston (Filter)	5	5	
Other filter	6	6	
Filter but no reg. brand	7	7	
Other non-filter	8	8	
No reg. brand	9	9	
Don't know	0	0	

3a. Are there any other brands you smoke on certain occasions, or just for a change?

Yes ____ 20–1 (RECORD BRAND ABOVE)
No ____ 2 } (SKIP TO INSTRUCTION)
Don't know ____ 3 }

3b. Why do you like to smoke (Parliaments, Kools, Spuds) now and then?

Parliaments
21–
22–
Don't know ____ 22–Y

Kools
23–
24–
Don't know ____ 24–Y

Spuds
25–
26–
Don't know ____ 26–Y

c. Why don't you smoke them as your regular brand?

Parliaments
27–
28–
Don't know ____ 28–Y

Kools
29–
30–
Don't know ____ 30–Y

Spuds
31–
32–
Don't know ____ 32–Y

d. On the average, how many packs of (Parliaments, Kools, Spuds) do you smoke in a month?

	Parliaments	Kools	Spuds
Less than 1 pack	33–1	34–1	35–1
1 - 2 packs	2	2	2
3 - 5 packs	3	3	3
6 packs or more	4	4	4
Don't know	5	5	5

IF USUAL BRAND IS FILTER-TIP, SKIP TO:

BLUE FORM IF PARLIAMENT SMOKER.

PINK FORM IF MARLBORO SMOKER.

WHITE FORM IF OTHER FILTER SMOKER.

IF USUAL BRAND IS NOT FILTER, CONTINUE ON THIS FORM

1001751800

Source: https://www.industrydocuments.ucsf.edu/docs/fthk0000

X4a. How long have you been smoking (brand in 2)?

- Less than 3 months 36–1
- 3 mos. to less than 6 mos. 2
- 6 mos. to 1 year 3

(Ask b)

- Over 1 year 4
- Don't know 5

(Skip to 5)

b. What brand did you smoke most often before you started smoking (brand in 2)?

- Camel 37–1
- Cavalier 2
- Chesterfield (Reg.) 3
- Chesterfield (King) 4
- DuMaurier (Filter) 5
- Dunhill 6
- Encore (Filter) 7
- Herbert Tareyton 8
- Herbert Tareyton (Filter) 9
- Kent (Reg.) (Filter) 0
- Kent (King) (Filter) X
- Kool (Reg.) 38–1
- Kool (King) 2
- L & M (Filter) 3
- Lucky Strike 4
- Marlboro (Filter) 5
- Old Gold (Reg.) 6
- Old Gold (King) 7
- Old Gold (Filter) 8
- Pall Mall 39–1
- Parliament (Reg.) (Filter) 2
- Parliament (King) (Filter) 3
- Philip Morris (Reg.) 4
- Philip Morris (King) 5
- Raleigh (Reg.) 6
- Raleigh (King) 7
- Regent 8
- Regent (Filter) 9
- Sano 0
- Sano (Filter) X
- Spud 40–1
- Viceroy (Reg.) (Filter) 2
- Viceroy (King) (Filter) 3
- Vogue (Filter) 4
- Winston (Filter) 5
- Other filter 6
- Filter but no regular brand 7
- Other non-filter 8
- No reg. brand 9
- Don't know 0

X4c. Why did you switch to (brand in 4) from (brand in 2)?

41–

42–

Don't know 42–Y

X5a. Here is a list of popular brands of cigarettes. (HAND RESPONDENT GRAY CARD) As far as you know, has the blend of tobaccos in any of these brands been changed in the last 6 or 8 months? (If "yes") Which ones?

Yes:

- Camels 43–1
- Cavalier 2
- Chesterfield 3
- Lucky Strike 4
- Philip Morris 5
- Raleigh 6

(Ask b)

- No, none have changed 7
- Don't know 8

(Skip to 6)

b. (ASK FOR EACH CHANGED IN X5a) Do you like the new blend better, about the same, or not as well as the old blend, or haven't you tried it?

	Better	Same	Not as well	Haven't tried	Don't know
Camels	44–1	2	3	4	5
Cavalier	45–1	2	3	4	5
Chesterfield	46–1	2	3	4	5
Lucky Strike	47–1	2	3	4	5
Philip Morris	48–1	2	3	4	5
Raleigh	49–1	2	3	4	5

X6a. As far as you have seen, has the package design of any of these brands been changed in the last 6 or 8 months? (If "yes") Which ones?

Yes:

- Camels 50–1
- Cavalier 2
- Chesterfield 3
- Lucky Strike 4
- Philip Morris 5
- Raleigh 6

(Ask b)

- No, none have changed 7
- Don't know 8

(Skip to 7)

b. (ASK FOR EACH CHANGED IN X6a) Would you say you like the new package design better than the old package design, about the same as the old package design, or not as well as the old package design?

	Better	Same	Not as well	Don't know
Camels	51–1	2	3	4
Cavalier	52–1	2	3	4
Chesterfield	53–1	2	3	4
Lucky Strike	54–1	2	3	4
Philip Morris	55–1	2	3	4
Raleigh	56–1	2	3	4

10017751801

Source: https://www.industrydocuments.ucsf.edu/docs/fthk0000

X7a. Have you tried any brand in the last 6 or 8 months that you don't usually smoke? Any others?

Camel	57–1	Pall Mall	59–1
Cavalier	2	Parliament (Reg.) (Filter)	2 (Skip to 8)
Chesterfield (Reg.)	3	Parliament (King) (Filter)	3
Chesterfield (King)	4	Philip Morris (Reg.)	4 (Ask b)
DuMaurier (Filter)	5	Philip Morris (King)	5
Dunhill	6	Raleigh (Reg.)	6
Encore (Filter)	7	Raleigh (King)	7
Herbert Tareyton	8	Regent	8
Herbert Tareyton (Filter)	9	Regent (Filter)	9
Kent (Reg.) (Filter)	0	Sano	0
Kent (King) (Filter)	X	(Skip to 8) Sano (Filter)	X
Kool (Reg.)	58–1	Spud	60–1
Kool (King)	2	Viceroy (Reg.) (Filter)	2
L & M (Filter)	3	Viceroy (King) (Filter)	3 (Skip to 8)
Lucky Strike	4	Vogue (Filter)	4
Marlboro (Filter)	5	Winston (Filter)	5
Old Gold (Reg.)	6	Other filter	6
Old Gold (King)	7	Filter but no reg. brand	7
Old Gold (Filter)	8	Other non-filter	8
		No reg. brand	9
		None or don't know	0

b. We're interested in why people try different brands and how they feel about them. For example, why did you try Philip Morris?

61–

62–

c. Do you happen to remember about how long ago that was?

63–

d. Why didn't you continue to smoke Philip Morris as a regular brand?

64–

65–

e. How long did you smoke Philip Morris altogether?

Just once	66–1
2–3 days	2
4 days–1 week	3
Over 1 week–2 weeks	4
Over 2 weeks–less than month	5
Month or more	6
Don't know	7

X8a. Have you noticed any cigarette advertising recently that you particularly liked? (If "yes") For what brand?

Yes:	a. Liked	b. Disliked	c. Wanted to try
Camel	67–1	69–1	71–1
Chesterfield	2	2	2
Herbert Tareyton	3	3	3
Kent	4	4	4
L & M	5	5	5
Lucky Strike	6	6	6
Marlboro	7	7	7
Old Gold	8	8	8
Parliament	68–1	70–1	72–1
Pall Mall	2	2	2
Philip Morris	3	3	3
Viceroy	4	4	4
Winston	5	5	5
Other	6	6	6
No, haven't seen any	7	7	7
Don't know	8	8	8

b. Have you noticed any cigarette advertising recently you particularly dislike? (If "yes") For what brand? (RECORD ABOVE)

c. Have you noticed any cigarette advertising recently that caused you to want to try the brand? (If "yes") For what brand? (RECORD ABOVE)

X9. If Philip Morris came out with a filter tip Philip Morris in addition to the present non-filter Philip Morris, what would your reaction be?

73–

74–

Don't know 74–Y

X10. (IF HAS TRIED A BRAND OTHER THAN PHILIP MORRIS IN X7a) Why hasn't Philip Morris been one of the brands you tried recently?

75–

76–

Don't know 76–Y

1001751802

Source: https://www.industrydocuments.ucsf.edu/docs/fthk0000

IF EVER SMOKES KOOL OR SPUDS IN QUES. 2 & 3 GET NAME AND ADDRESS:

Name _____

Street _____

Town _____

Date of Interview _____

FACTUAL

Sex:

Male ___77-1
Female ___2

Age:

18-24 ___77-3
25-34 ___4
35-49 ___5
50 & over ___6

Economic level:

A ___77-7
B ___8
C ___9
D ___0

Race:

White ___77-X
Negro ___Y

Occupation:

Executive and professional ___78-1
Small business proprietor ___2
White collar ___3
Personal service and protective ___4
Factory labor ___5
Non-factory labor ___6
Farm proprietor ___7
Farm labor ___8
Housewife ___9
Other ___0

Not completed:

Non-English speaking ___78-X
Refused due to non-interest at Question # ___Y
(write in)

Interviewer's Initials _____

1001751803

Source: https://www.industrydocuments.ucsf.edu/docs/fthk0000